

# CREATE STRONG, MEMORABLE, EMOTIONAL CONNECTIONS WITH YOUR AUDIENCES

We live in a right brain world - decisions are *emotional*. In fact, 95% of all decisions happen in the subconscious - which means that people aren't looking for a better brand as much as they are looking for a brand that makes them *feel* better. There is a magic bullet that can help brands connect more emotionally with their audiences: **STORY**. Through the art and science of storytelling, TELL-IGNITE can help you to marry truths about your consumer with truths about your brand.

TENSION

+

EMPATHY

=

DEVOTION

Pinpointing your audience's **tension** and how you can relieve it is what we do

Enlightened brands have an **empathy strategy** and we can create one for you

We will help you **develop devotion by telling your story**

We have helped companies like Johnson & Johnson, Yahoo!, Snapchat, Human Rights First, Ladders and Symrise get beneath the surface to understand their audiences and lead them to *feeling the brand*, rather than just knowing it. We will help you to strategize, realize and evangelize your brand's stories in a number of ways. We will work with you to...

- Strategize** create your brand vision & mission, brand values and personality, brand strategy & empathy strategy
- Realize** create your overall brand story as well as customized stories for different audience segments - using words, sights and sounds
- Evangelize** develop storytelling skills through workshops and presentation coaching among all who speak on behalf of your company - internally and externally - Execs, Sales, HR, Corp Comm., etc.

**Your brand can be a storied brand.**

**Invite us in for thirty minutes to see how.**

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**TELL  
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